

## RECRUITING, ADVERTISING, AND EXAMINING

(\$ in millions)

	<u>FY 2001</u> <u>Actual</u>	<u>Price</u> <u>Change</u>	<u>Program</u> <u>Change</u>	<u>FY 2002</u> <u>Estimate</u>	<u>Price</u> <u>Change</u>	<u>Program</u> <u>Change</u>	<u>FY 2003</u> <u>Estimate</u>
Army	467.2	+10.7	+43.0	520.9	+25.3	+.2	546.4
Navy	226.2	+3.5	+2.1	231.8	+8.7	+16.8	257.3
Marine Corps	109.0	+2.1	-3.4	107.7	+2.1	+11.5	121.3
Air Force	144.3	+2.6	-13.2	133.7	+3.6	+18.2	155.5
Defense-wide	24.0	+.4	-24.1	0.3	-	+49.2	49.5
Defense Health Program	30.0	+.6	+.5	31.1	+.9	-	32.0
Army Reserve	83.7	+1.3	+4.2	89.2	+2.0	+10.1	101.3
Navy Reserve	24.6	+.4	-3.2	21.8	+.4	+.6	22.8
Marine Corps Reserve	9.8	+.2	-1.9	8.1	+.1	+.1	8.3
Air Force Reserve	15.6	+.3	-4.1	11.8	+.3	+6.6	18.7
Army National Guard	84.3	+1.4	-7.1	78.6	+1.2	+.5	80.3
Air National Guard	<u>19.5</u>	<u>+.3</u>	<u>-10.0</u>	<u>9.8</u>	<u>+.1</u>	<u>+.2</u>	<u>10.1</u>
<b>Total</b>	<b>1,238.2</b>	<b>+23.8</b>	<b>-17.2</b>	<b>1,244.8</b>	<b>+44.7</b>	<b>+114.0</b>	<b>1,403.5</b>

### Recruiting

The recruiting funds provide support for recruiting commands and stations throughout the United States. Recruiting costs are for those items essential to the accomplishment of the recruiting mission, including meals, lodging, and travel of applicants; recruiter expenses, travel and per diem; civilian pay; vehicle operation and maintenance; lease of office space; and other incidental expenses necessary to support the recruiting mission. The FY 2003 recruiting program reflects a net increase of \$38.0 million. Of this amount, \$10.7 million is for price growth and \$27.3 million (4.4 percent) is for net program growth.

### Advertising

The advertising funds provide for local, regional, national and corporate advertising to support the procurement and retention of quality enlisted and officer personnel. All advertising is designed to increase public awareness, portray opportunities, and generate recruit leads. The Services fund a media mix of advertising that includes television and radio; magazines and newspapers; direct mail campaigns; and recruiting booklets, pamphlets, and posters. Additionally, the Air Force and Marine Corps advertise with NASCAR and the Army sponsors a car in the National Hot Rod Association, primarily because of the large audience attracted to these events.

## **RECRUITING, ADVERTISING, AND EXAMINING**

The Defense Human Resources Field Activity funds, in the Operation and Maintenance (O&M), Defense-Wide appropriation, a corporate campaign for joint service recruiting advertising, market research and studies and survey requirements for the Active and Reserve Components. Additionally, the O&M, D-W funding pays for consolidated lead lists, direct mail campaigns, youth and adult influencer public opinion polls, and Selective Service System direct market mailings. The FY 2003 Advertising program reflects a net increase of \$110.8 million. This amount is the net sum of \$31.2 million for price growth and \$79.6 million (15.7 percent) for net program growth.

### **Examining**

The examining funds provide support for the U.S. Military Entrance Processing Command (MEPCOM), which includes the Military Entrance Processing Stations (MEPS) that process all enlisted personnel entering on active duty. The MEPCOM is a joint-Service organization. Each Service contributes military personnel based on its share of total budgeted accessions. The Army is the DoD Executive Agent for the command and provides the civilian staff. In addition, the Army provides funds for the MEPCOM to administer the Armed Service Vocational Aptitude Battery (ASVAB) test. This administration includes both the production and institutional (high school) testing programs and the Mobile Examining Teams (MET) operating under MEPS direction. Funds also provide for automated data processing (ADP) requirements of MEPCOM and the Selective Service System at their shared Joint Computer Center.

The Defense Health Program finances the medical activities in the MEPS, primarily the examination of applicants to determine their medical qualifications for enlistment in the Armed Forces. In addition, the Defense Health Program includes funds for the DoD Medical Evaluation Review Board, which schedules and reviews physical examinations for the Service Academies and for the Reserve Officers Training Corps (ROTC) scholarship program.

The FY 2003 Examining program reflects a net increase of \$9.9 million, of which \$2.8 million is for price growth and \$7.1 million is for net program growth of \$7.1 million (+6.3 percent).

### **Explanation of Funding Changes**

Overall funding in recruiting, advertising, and examining increases from \$1,244.8 million in FY 2002 to \$1,403.5 million in FY 2003, which is a net increase of \$158.7 million above the FY 2002 level. This increase reflects price growth of \$44.7 million, net transfers into this budget activity of \$7.4 million for the Army Golden Knights (\$4.5 million) and the Army Marksmanship Unit (\$2.9 million) from the Administrative and Servicewide Activities and Operating Forces budget activity, respectively, and net program growth of \$106.6 million (8.6 percent). These adjustments are described further in the following pages:

## RECRUITING, ADVERTISING, AND EXAMINING

	<u>(\$ in millions)</u>
<b>FY 2002 Current Estimate</b>	<b>1,244.8</b>
<b>Price Growth</b>	<b>+44.7</b>
<b>Transfers Into This Account</b>	<b>+7.4</b>
<b><u>Program Increases</u></b>	<b><u>+168.1</u></b>
• Funds expanded implementation in the Active Navy and Marine Corps of the Navy Marine Corps Intranet (\$+14.7 million) and other increases necessary for enhanced recruiter training, vehicle support, technological equipment and software upgrades at various Recruiting Stations to provide the capability to process applicants from remote sites (\$+12.5 million).	+27.2
• Funds the Active Army's Recruiting Companies Pilot Test mandated in the FY 2001 National Defense Authorization Act to measure recruiting effectiveness and other fact-of-life increases in base operations for various recruiting facilities.	+25.6
• Restores a one-time decrease in the Defense Human Resources Field Activity (DHRA) for forward funding in FY 2001 for FY 2002 joint recruiting, advertising, and market research and studies and surveys requirements.	+25.2
• Funds a one-time increase in FY 2002 for the DHRA for a media blitz to improve patriotism in the American public.	+24.0
• Funds expanded recruiting and marketing initiatives for the Army Guard and Reserve to include Internet, diversity, officer/warrant officer, and theater conversion as well as fact-of-life recruiter support requirements.	+24.0
• Funds additional media advertising for the Active Air Force to include local advertising, TV advertising, the Air Force NASCAR sponsorship and support to sustain a production recruiter staff of 1,650 (includes 31 additional recruiters added in FY 2002).	+17.0
• Funds Marine Corps requirements for National Media Advertising (i.e., impressions and awareness); and other fact-of-life adjustments for Active Navy and Marine Corps recruiter support (i.e., phone, laptops, vehicles, etc.)	+16.6
• Funds various other miscellaneous increases primarily in Active Army and the Defense Health Program for examining and processing applicants.	+8.5

**RECRUITING, ADVERTISING, AND EXAMINING**

	<b><u>(\$ in millions)</u></b>
<b><u>Program Decreases</u></b>	<b><u>-61.5</u></b>
• Reflects reductions in the Active Army Recruiting Command for reductions in recruiter support for the level of effort for mission travel, touring exhibits, contracts and small purchases and studies.	-32.6
• Reflects one-time requirements in FY 2002 for the Active Army, Marine Corps, and Air Force, and Army National Guard and Air Force Reserves primarily for base operating costs for recruiting station leases, Recruiting On-line Automation Requirements (ROAR), and other furniture, equipment, and communication costs for recruiter support.	-24.8
• Reflects other minimal reductions in recruiting and advertising support for Army recruiting initiatives that include the Army retail store and other savings in the U.S. Military Entrance Processing Command associated with reduced printing costs.	-4.1
<b>FY 2003 Estimate</b>	<b>1,403.5</b>

The following tables provide the funding by Component for each category.

	<b><u>RECRUITING</u></b>		<b><u>(\$ in millions)</u></b>		
	<b>FY 2001</b>		<b>FY 2002</b>		<b>FY 2003</b>
	<b><u>Actual</u></b>	<b><u>Change</u></b>	<b><u>Estimate</u></b>	<b><u>Change</u></b>	<b><u>Estimate</u></b>
Army	245.5	+27.0	272.5	+4.8	277.3
Navy	131.8	-3.7	128.1	+19.4	147.5
Marine Corps	62.9	-1.0	61.9	+12.9	74.8
Air Force	66.6	-10.9	55.7	+6.2	61.9
Army Reserve	48.2	-9.6	38.6	+1.9	40.5
Navy Reserve	20.4	-5.8	14.6	+.7	15.3
Marine Corps Reserve	4.9	+.4	5.3	+.1	5.4
Air Force Reserve	6.1	-.7	5.4	-.3	5.1
Army National Guard	35.4	+3.9	39.3	-7.9	31.4
Air National Guard	<u>3.4</u>	<u>+4</u>	<u>3.8</u>	<u>+2</u>	<u>4.0</u>
<b>Total</b>	<b>625.2</b>	<b>-</b>	<b>625.2</b>	<b>+38.0</b>	<b>663.2</b>

**RECRUITING, ADVERTISING, AND EXAMINING**

**ADVERTISING**

**(\$ in millions)**

	<b>FY 2001</b>		<b>FY 2002</b>		<b>FY 2003</b>
	<b><u>Actual</u></b>	<b><u>Change</u></b>	<b><u>Estimate</u></b>	<b><u>Change</u></b>	<b><u>Estimate</u></b>
Army	143.9	+26.2	170.1	+11.4	181.5
Navy	94.5	+9.2	103.7	+6.1	109.8
Marine Corps	46.1	-.3	45.8	+.7	46.5
Air Force	75.3	-.8	74.5	+15.9	90.4
Defense-Wide	24.0	-23.7	.3	+49.2	49.5
Army Reserve	35.5	+15.1	50.6	+10.2	60.8
Navy Reserve	4.2	+3.0	7.2	+.3	7.5
Marine Corps Reserve	4.9	-2.1	2.8	+.1	2.9
Air Force Reserve	9.5	-3.1	6.4	+7.2	13.6
Army National Guard	48.9	-9.6	39.3	+9.6	48.9
Air National Guard	<u>16.1</u>	<u>-10.1</u>	<u>6.0</u>	<u>+.1</u>	<u>6.1</u>
<b>Total</b>	<b>502.9</b>	<b>+3.8</b>	<b>506.7</b>	<b>+110.8</b>	<b>617.5</b>

**EXAMINING**

**(\$ in millions)**

	<b>FY 2001</b>		<b>FY 2002</b>		<b>FY 2003</b>
	<b><u>Actual</u></b>	<b><u>Change</u></b>	<b><u>Estimate</u></b>	<b><u>Change</u></b>	<b><u>Estimate</u></b>
Army	77.8	+.5	78.3	+9.3	87.6
Air Force	2.4	+1.1	3.5	-.3	3.2
Defense Health Program	<u>30.0</u>	<u>+1.1</u>	<u>31.1</u>	<u>+.9</u>	<u>32.0</u>
<b>Total</b>	<b>110.2</b>	<b>+2.7</b>	<b>112.9</b>	<b>+9.9</b>	<b>122.8</b>

The following tables provide the enlisted accession requirements for each Component.

**RECRUITING, ADVERTISING, AND EXAMINING**

**ENLISTED ACCESSION REQUIREMENTS (000)**

	<b><u>FY 2001</u></b>	<b><u>Change</u></b>	<b><u>FY 2002</u></b>	<b><u>Change</u></b>	<b><u>FY 2003</u></b>
	<b><u>Actual</u></b>		<b><u>Estimate</u></b>		<b><u>Estimate</u></b>
<b><u>Active Forces Nonprior Service</u></b>	<b><u>203.6</u></b>	<b><u>+1.4</u></b>	<b><u>205.0</u></b>	<b><u>-2.3</u></b>	<b><u>202.7</u></b>
Army	85.6	-2.2	83.4	-0.1	83.3
Navy	52.6	+9	53.5	-4.6	48.9
Marine Corps	30.9	+2.2	33.1	+1.4	34.5
Air Force	34.5	+0.5	35.0	+1.0	36.0
<b><u>Prior Service</u></b>	<b><u>11.2</u></b>	<b><u>+0.8</u></b>	<b><u>12.0</u></b>	<b><u>=</u></b>	<b><u>12.0</u></b>
Army	7.8	+0.2	8.0	-	8.0
Navy	2.5	+0.5	3.0	-	3.0
Marine Corps	0.1	-0.1	-	-	-
Air Force	0.8	+0.2	1.0	-	1.0
<b>Total Active Forces</b>	<b>214.8</b>	<b>+2.2</b>	<b>217.0</b>	<b>-2.3</b>	<b>214.7</b>
<b><u>Reserve Forces Non-prior Service</u></b>	<b><u>70.7</u></b>	<b><u>-3.3</u></b>	<b><u>67.4</u></b>	<b><u>+5.7</u></b>	<b><u>73.1</u></b>
Army Reserve	21.6	-0.9	20.7	+1.7	22.4
Navy Reserve	2.3	+0.5	2.8	-	2.8
Marine Corps Reserve	5.9	+0.1	6.0	+0.1	6.1
Air Force Reserve	2.3	+0.1	2.4	+0.2	2.6
Army National Guard	33.1	-2.8	30.3	+3.2	33.5
Air National Guard	5.5	-0.3	5.2	+0.5	5.7
<b><u>Prior Service</u></b>	<b><u>91.9</u></b>	<b><u>+1.8</u></b>	<b><u>93.7</u></b>	<b><u>-0.8</u></b>	<b><u>92.9</u></b>
Army Reserve	29.9	+0.9	30.8	+1.2	32.0
Navy Reserve	19.0	+0.4	19.4	+1.4	20.8
Marine Corps Reserve	3.0	-	3.0	+0.2	3.2
Air Force Reserve	6.3	-0.3	6.0	-0.4	5.6
Army National Guard	28.9	+1.4	30.3	-3.1	27.2
Air National Guard	4.8	-0.6	4.2	-0.1	4.1
<b>Total Reserve Forces</b>	<b>162.6</b>	<b>-1.5</b>	<b>161.1</b>	<b>+4.9</b>	<b>166.0</b>
<b>Total Active and Reserve Forces</b>	<b>377.4</b>	<b>+0.7</b>	<b>378.1</b>	<b>+2.6</b>	<b>380.7</b>